

Activity	Date	Location	Dept.	Contact
<b>United States</b>				
Consumer show, Biennial convention: American Association of Retired Persons	Jun 1992	San Antonio	ISTC	613-954-3874
Tourism, showcase:	Jun 1992	New York	EAITC	212-768-2440
NEBS	Oct 1992	New York	ISTC	514-283-4002
Annual convention and marketplace: National Tour Association	Nov 1992	Seattle	ISTC	613-954-3827
Interchanges: Country Inn Operators - Best Business Practices Project	Nov 1992	Boston	ISTC	902-426-9905
Annual marketplace: American Bus Association	Dec 1992	Detroit	ISTC	613-954-3827
NEBS	Jan 1993	Chicago	ISTC	514-283-4002
Tourism, showcase:	Feb 1993	Buffalo	EAITC	716-852-1247
Tourism, showcase: Experience Canada	Feb 1993	Dallas	EAITC	214-922-9806
Tourism, soft advertising market place:	Feb 1993	Boston	EAITC	617-536-1731
Tourism, showcase: Canada on Wheels	Feb 1993	San Francisco	EAITC	415-495-6021
NEBS	Mar 1993	California	ISTC	514-283-4002
Tourism industry: touring package development	ONG 1992	U.S.	ISTC	604-666-1429
Federal Business Travel Program:	TBD 1992	U.S.	ISTC	416-973-5074
<b>Western Europe</b>				
Exhibition: World Travel Mart	Nov 1992	U.K.	ISTC	613-954-3844
<b>East Asia</b>				
Tourism, trade mission from:	Sep 1992	Taiwan	EAITC	613-996-6987
Tourism, trade mission from:	Oct 1992	Korea	EAITC	613-943-0897
Tourism, seminar:	Oct 1992	Korea	EAITC	613-943-0897
Tourism, trade fair:	Oct 1992	Taiwan	EAITC	613-996-6987
<b>Asia Pacific South</b>				
Tourism promotion, trade fair, information booth: Corrobees	Jan 1993	Australia	EAITC	613-996-1052
<b>Multiple Markets</b>				
NEXOS	ONG 1992	Europe, Asia	ISTC	514-283-4002
Public relations and promotions activities to enhance new product awareness and increased sales of Canada's tourism products:	ONG 1992	Global	ISTC	613-954-3830
Strategic marketing alliances with major national and international private sector partners:	ONG 1992	Global	ISTC	613-954-3830
Southern Ontario tourism marketing initiative:	TBD 1992	Toronto	ISTC	416-973-5077
Annual convention and marketplace: U.S. Tour Operators Association	Dec 1992	BC	ISTC	613-954-3827

## Urban Transit and Rail

Exports: \$700 million

### Overview:

- The sector has two sub-sectors: urban transit and rail.
- Urban transit includes urban and intercity buses, guided vehicle systems such as tramways, subway cars, passenger rail cars, and parts.
- Rail includes freight cars, locomotives, parts, track ballast ploughs and light machinery for serving the track infrastructure.
- Canada is internationally recognized for innovative technology in urban transit equipment.
- The sector faces strong non-tariff barriers and restrictive government procurement practices in major foreign markets (e.g. "Buy America" requirements).
- As most firms offer comparable technology, competitive pricing and financing are particularly decisive factors in deciding who wins major contracts.

### Product Strengths:

- The urban transit sub-sector is one of few secondary manufacturing areas where Canadian-owned companies have a strong international presence. Canadian firms are leaders in specialized areas, such as buses using alternative fuels and buses for the physically disabled.

### Priority Markets:

- The U.S., South America and Asia.

### Key Strategic Priorities:

- *work with industry to overcome conditions imposed by Buy America and other restrictions in the U.S.;*
- *work with industry to promote the transfer of high-speed rail technology to Canada through joint ventures and licences;*
- *work in multinational forums (OECD and GATT) to reduce or eliminate export financing subsidies provided by foreign governments to their industries.*

Contact: Urban Transit and Rail  
Industry, Science and Technology Canada  
(613) 954-3426